

Message Text

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-----062141Z 096177 /62

R 061752Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY COPENHAGEN
INFO AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM

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E.O. 11652:N/A

TAGS: BEXP, DA

SUBJECT: STOCKHOLM T.C./TRADE PROMOTION IMPACT.

REF: COPENHAGEN'S 3492, A-82, USDOC 19185

-- COPENHAGEN FOR AMBASSADOR FROM ASST. SEC.

-- MATTHEWS

1. HAVE REVIEWED EMBASSY'S ANALYSIS CONTAINED REPAIR CON-
CERNING USEFULNESS/ EFFECTIVENESS POST'S SUPPORT S.T.C.
PROGRAM AND ITS RECOMMENDATION TO MOUNT AT LEAST 3 OFF-
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SITE STC EVENTS PER YEAR IN COPENHAGEN. APPRECIATE
EMBASSY SHARING WITH US RESULTS THEIR ANALYSIS SINCE WE
BELIEVE CONTINUED REVIEW TRADE PROMOTION PROGRAM WILL
ENABLE US TO SERVE AMERICAN BUSINESS COMMUNITY MORE
EFFICIENTLY AND EFFECTIVELY. WE PARTICULARLY WELCOME ALL
SUGGESTIONS FOR PROGRAM IMPROVEMENT.

2. IN GENERAL, WE CONCUR WITH MOST POINTS MADE IN POST ANALYSIS. SOME IMPORTANT FACTORS, HOWEVER, APPEAR TO BE MISSING. MUCH OF ANALYSIS CONCERNS QUANTITY OF DANISH VISITORS TO S.T.C. EVENTS, BUT NO MENTION IS MADE OF QUALITY. POST CAN TAKE PRIDE IN FACT THAT IMMEDIATE SALES AND SALES LEADS, AND AGENCY/DISTRIBUTOR AGREEMENTS NEGOTIATED OR PENDING PER DANISH VISITOR IS WAY ABOVE AVERAGE. ALTHOUGH OCCURRING SUBSEQUENT TO EMBASSY'S ANALYSIS, REPORTS ON THE LAST TWO S.T.C. EVENTS (SEE STOCKHOLM'S 6480 AND 6844) GRAPHICALLY ATTEST TO THIS. THANKS TO YOUR, OSLO'S AND HELSINKI'S EFFORTS, THE EXHIBITOR WHO IS NEW TO THE NORDIC MARKET AREA CAN LOOK FORWARD TO MEETING QUALIFIED AND INTERESTED POTENTIAL REPS FROM THE ENTIRE NORDIC AREA AT THE S.T.C. EVENTS. THIS IS PROBABLY THE MOST IMPORTANT SERVICE OUR PROGRAM CAN OFFER AN EXHIBITOR AND ASSIST HIM AND US GREATLY IN REACHING OUR MUTUAL GOALS. IT IS INCUMBENT ON US IN WASHINGTON TO RECRUIT AS MANY NEW-TO-MARKET AND REPRESENTATIVE-SEEKING FIRMS PER SHOW THAT WE POSSIBLY CAN. WE WILL CONTINUE TO GIVE THIS A HIGH PRIORITY.

3. IF EMBASSY BELIEVES TIME SPENT PER DANISH VISITOR TO STC EVENTS TOO HIGH (AND IF ASSESSMENT OF 3/4 MAN-DAY PER IS CORRECT, WE AGREE) SUGGEST POST SEEK MORE EFFICIENT MEANS REACHING PROSPECTIVE AUDIENCE. DISCUSSIONS WITH S.T.C. DIRECTOR AND HIS STAFF MAY ASSIST IN THIS REGARD.

4. WE AGREE WITH POST'S COMMENT THAT PARTICIPATION IN BELLA CENTER EVENTS PROBABLY MOST EFFECTIVE MEANS TO PENE-

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TRATE DANISH MARKET. MAJOR DRAWBACKS TO SUCH PARTICIPATION ARE EXTREMELY LIMITED RESOURCES, BOTH PERSONNEL AND FUNDS, WITH WHICH OIM SHOULDERS ITS RESPONSIBILITY TO CARRY OUT U.S. EXPORT PROMOTION PROGRAM WORLDWIDE, AND THE RELATIVELY SMALL SIZE OF DANISH MARKET FOR ANY PARTICULAR PRODUCT CATEGORY. OFF-SITE STC PARTICIPATION IN DANISH FAIRS IS, HOWEVER, A VIABLE ALTERNATIVE. ONE SUCH PARTICIPATION PER YEAR WOULD, WE BELIEVE, BE A PROPER TARGET, SINCE, AT LEAST WITH CERTAIN PRODUCT CATEGORIES, NORWAY AND FINLAND CAN ALSO LODGE COMPETITIVE CLAIM TO OUR SCARCE RESOURCES. ANOTHER POSSIBILITY IS PARTICIPATION THRU OUR NEW INTERNATIONAL MARKETING CENTER IN COLOGNE. BOTH THESE POSSIBILITIES UNDER ACTIVE OIM CONSIDERATION. TO ASSIST IN THESE ENDEAVORS, POST NEEDS PROVIDE OIM WHICH 3 OR 4 EVENTS SCHEDULED FOR CY 78/79 SHOULD BE CONSIDERED FOR PARTICIPATION. POST PROVIDED IN REPAIR LISTING OF CY-78 SHOWS, BUT WHAT IS NEEDED IS POST'S PRIORITY RANKING THESE AND CY79 EVENTS ACCOMPANIED BY RATIONALE (E.G. NO. OF EXHIBITORS/VISITORS POST EVENT,

SIZE OF MARKET, FUTURE KNOWN MARKET DEVELOPMENTS, ETC.)
FOR THIS RANKING. THIS INPUT WILL ENABLE OIM TO PROPERLY
EVALUATE TRADE PROMOTION POTENTIAL THESE EVENTS.

5. OIM'S CMM FOR NORDIC AREA PLANS BE IN COPENHAGEN IN
MAY FOR CCP CONSULTATIONS. SUGGEST THIS WOULD BE IDEAL
TIME TO THOROUGHLY DISCUSS/REVIEW OUR ENTIRE TRADE PROMO-
TION EFFORTS.
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